

Communications Guide for Green Power Partners

This Communications Guide is a resource Green Power Partners can use to help promote their organization's green power commitment. One of the greatest benefits of Green Power Partnership participation is public recognition, positive press, customer appreciation, and employee satisfaction brought about by Partner organizations' green power commitments. Your organization should not miss the opportunity to share the news about your renewable power commitments. The use of renewable energy reflects positively on an organization and might also inspire other organizations to join the Partnership.

What's Inside?

This Guide is intended to help you promote the benefits of your green power purchase and your involvement in the Green Power Partnership. It contains the following sections:

- ✱ ***Identify Your Audience***, which can help you identify whom you want to reach, and why.
- ✱ ***Define Your Key Messages***, to help you craft the message you want to communicate.
- ✱ ***Get Your Message Out***, which helps you identify the types of outreach that will be most effective for reaching each of your target audiences and provides examples of several types of outreach services that EPA provides.
- ✱ ***Tips for Success*** to help you effectively communicate the benefits of your renewable energy purchase and your partnership with EPA.
- ✱ ***Sample Outreach Products*** developed by other Green Power Partners, which can serve as a springboard for your own ideas.

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The Green Power Partnership Communication Team Can Help

EPA has a team of communications specialists available to support your communications activities and help you brainstorm specific outreach ideas. EPA has also developed tools to make your outreach easier. EPA's Green Power Partnership staff are available to guide you in using the materials discussed in this Guide. If you need assistance, refer to your Green Power Partnership welcome letter to identify the account manager assigned to your organization or contact EPA Green Power Partnership staff. If you cannot locate your welcome letter, contact Matt Clouse (at 202-343-9004 or clouse.matt@epa.gov) for your account manager's contact information.

If you have not provided EPA or your account manager with the name of a communications or public relations contact from your organization, please get in touch with your account manager with contact information for an individual to serve in this role.

EPA Wants to Hear from You!

Your feedback will help EPA update this guide and create new materials that best meet your needs. Please let EPA know about your communication efforts by sending copies of your promotional materials to your EPA account manager.

Identify Your Audience

The first step in your communications activities should be to identify the stakeholders interested in your green power commitment, so that you can then target specific messages to their areas of concern and points of view. Ask yourself whom you want to reach, and why. Some of the key audiences you might want to reach include employees, customers, financial stakeholders, and community leaders.

Employees

Promoting your Green Power Partnership participation to employees generates enthusiasm for your commitment to renewable energy. Employees will appreciate learning that they are part of your organization's commitment to improving the environment. Your green power commitment can create a sense of pride and encourage employees to participate in advancing your organization's environmental goals.

The Fairmont Hotel in Washington D.C. surveyed its staff and found that 97 percent believe protecting the environment is important and support the introduction of environmentally friendly practices in the workplace. The results of this survey contributed to the Washington, D.C. Fairmont Hotel's decision to buy green power.

Customers

Your commitment to green power is important to your customers who care about the environment. They want to know that you are helping to prevent pollution globally and locally. The next time a potential customer who is interested in environmental issues and environmental quality has to make a consumer choice, knowledge of your green power commitment may tip the decision in your favor.

Financial Stakeholders

Investors, lenders, and other financial stakeholders are increasingly concerned with risk related to an organization's environmental impact. Management attention to environmental leadership is being scrutinized and incorporated into investment decisionmaking, as investors acknowledge the connection between long-term environmental and financial sustainability. By making a renewable energy purchase, you are demonstrating your understanding that a diversified energy portfolio reduces your company's risk.

Community Leaders

Community leaders, such as town or city council members, city managers and the mayor, as well as representatives from environmental groups, consumer and civic associations, and schools, will want to know that you are helping to prevent pollution through your green power purchase.

Define Your Key Messages

You will need to define the messages you want to communicate. Messages are the bottom line information you want your audience to walk away with, even if they forget the details. Outreach products often will have multiple related messages. Consider what messages you want to send to each target audience group. You may have different messages for different audiences.

Environmental Benefits

Perhaps most importantly, you will want your messages to highlight the environmental benefits of green power in your communications efforts. Communicating environmental information can be challenging. “Tips for Success” on page 15 can help you formulate your messages. That section can help you anticipate some of the questions your audience is likely to have about the environmental benefits of green power, and it provides some answers that you can adapt to suit your specific audience and your needs.

Public Image Benefits

Your green power purchase can help improve your organization’s public image. Promoting your green power purchase demonstrates to stakeholders that your organization is environmentally conscious.

Helping Build Demand for Renewable Energy

Your green power commitment is helping to increase demand for renewable resources. As more green power sources are developed to meet this demand — displacing conventional fossil fuel generation — the overall environmental impacts associated with electricity generation will be significantly reduced.

Your Partnership with EPA

Your voluntary partnership with EPA can demonstrate to your customers, shareholders, and community your commitment to improving the environment. EPA is a trusted source of information on environmental matters. Your participation in a voluntary EPA program that supports the use of renewable energy can help enhance the credibility of the environmental value of your green power commitment. Your participation in the Green Power Partnership and your voluntary commitment to the environment through renewable energy purchases is a story that your organization’s stakeholders can appreciate.

Get Your Message Out

Now that you have identified your audiences for your outreach activities and the messages you want to communicate, take the next step: identify the communications products that best suit your communications needs. The options listed below can help you get the word out about your green power commitment and your voluntary partnership with EPA.

Media Tools

Accurate and succinct information provided to media contacts improves your chances of securing media interest in your green power commitment. Also remember that working cooperatively with reporters will help gain greater access to the general public and help ensure that the details of your green power purchase are represented accurately. Press releases and media kits (discussed on page 6) are good tools for maximizing media interest in your green power purchase and partnership with EPA. Don't forget to follow up with the reporter to whom you sent your media materials to offer your help in answering any questions. The reporter might then want to interview you to obtain additional information.

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Press Releases. Issue a local press release announcing your commitment Green Power. If your efforts are geographically widespread, issue a national press release. A press release allows you to provide accurate and succinct information, which improves your chances of securing media interest in your announcement. If other companies in your area have also joined the Partnership, think about a coordinated press release that can increase your exposure. You can request a quote from EPA about your green power purchase, for inclusion in your press release. (If appropriate, EPA will help identify a superlative that relates to your green power purchase.)

Green Power Goes Mainstream

By Tara Willey

Late last year, SEPA signed up as an EPA Green Power Partner, a program designed by the U.S. Environmental Protection Agency to encourage the purchase of green power, speed the adoption of renewables, and provide guidance to green power purchasers. Earlier this year, SEPA began its search for a green power provider, and the search is over! SEPA has chosen to purchase 100 percent solar green tags (or tradable renewable certificates, TRCs) from Sterling Planet.

The SEPA Board felt that it was appropriate for the organization to "walk the walk" and show its commitment to renewable energy. The Board committed SEPA to purchasing 100 percent solar green tags from Sterling Planet.

oil, large-scale hydro, coal, natural gas, or nuclear. Green power is usually more expensive than traditional energy sources. As the market grows, however, the costs will come down. In the meantime, green power has many benefits that are difficult to quantify but should be considered, such as environmental and health benefits, reduced reliance upon fossil fuels, and increased energy independence.

Green power can also have economic benefits. Electric bills are subject to rate fluctuations, but many customers of green pricing programs can sign long-term contracts to purchase green power at a fixed rate. When fossil fuel rates spike, the rates for green power

suppliers. For example, in Pennsylvania, there are four different retail green power marketers competing for customers.

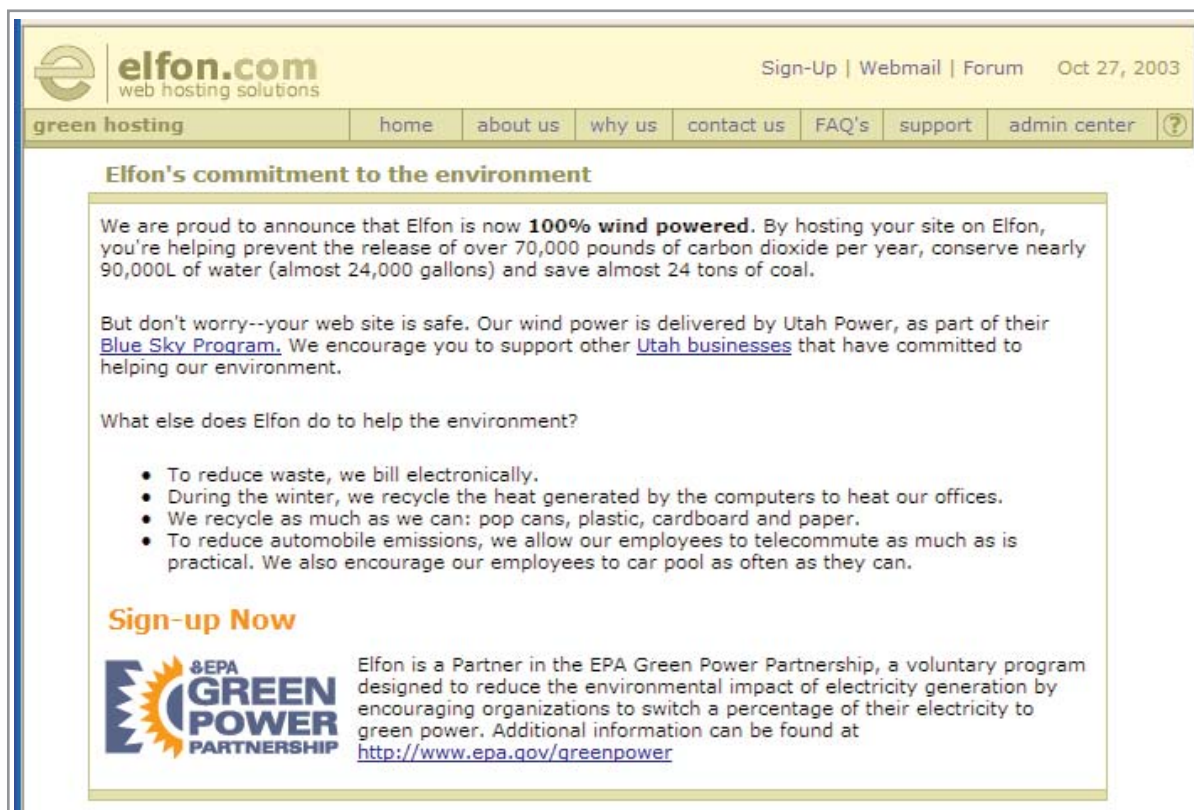
For those whose utility does not offer a green pricing program or renewable energy option, tradable renewable credits or "green tags" are another option. Green tags represent the attributes of renewable energy—such as the environmental benefits—apart from the electricity generated. Customers should consider a few things when purchasing green tags, such as the mix of renewable energy, the cost, the location of the energy source, and the newness of the renewable source. The

Partner Solar Electric Power Association (SEPA) included an article about its partnership with EPA in its newsletter *SEPA Record*.

Media Kits. Reporters may pass up potential news stories that are interesting but are not packaged in an easy-to-use way. By doing much of the preparation work for them, you make their job easier and give your story a better chance of grabbing their attention. Consider developing a media kit that provides a reporter with the elements needed to create a story, including basic information, such as the level of your commitment, the involvement of other partners, and facts about the benefits of renewable energy. Make sure you include the name of a contact person that the reporter can call for more information, and send the kit to a specific person, such as the community reporter or an environmental reporter. Consider including the name of your EPA contact as a reliable source of background facts.

Marketing Tools

Your Organization's Web Site. Many Partners maintain a page on their Web site dedicated to posting information about their environmental commitments, such as their green power purchases and partnerships with EPA. As a Partner, you can include EPA's Green Power Partnership logo on your Web site (See Appendix A, Logo Use Guidelines). And remember to provide a link to the Green Power Partnership Web site at www.epa.gov/greenpower.



Green Power Partner Elfon displays the Green Power Partnership logo on its Web page, along with a link to the Green Power Partnership Web site.

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Newsletters and Fact Sheets. Both internal organization newsletters and newsletters for the public are quick and inexpensive ways to let people know about your green power commitment. Work with your organization's newsletter editors to place an educational article about your green power purchase. You can provide even more details to employees and customers through a fact sheet, which you can distribute directly to employees, in media kits, and at conferences and workshops.



Growing Green Power News
INTERVIEWS AND INSIGHT WITH GREEN POWER LEADERS
Volume 1, Issue 4

XENERGY Joins EPA Green Power Partnership

By exceeding the EPA Green Power Partnership's minimum commitment levels by a factor of more than four, XENERGY has joined the EPA Green Power Partnership's Leadership Club, reserved for companies making exceptional commitments to renewable energy.

As of September 1, 2002, XENERGY began purchasing 337 MWh, or green tags, which is equal to 50% of the total annual energy used by all of our 25 U.S. locations. XENERGY's green tags were purchased through three organizations, NativeEnergy, Bonneville Environmental Foundation, and Sterling Planet, and are composed of 100% new renewables: 95% wind and 5% solar.

United States Air Force

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Dyess Air Force Base becomes the largest facility in United States to purchase 100% wind energy

On Jan. 1, 2003, Dyess Air Force Base, TX, began purchasing 100% wind generated energy. Wind energy is generated using the wind to turn two- or three-bladed propellers connected to a direct current generator. The energy is then converted to alternating current and connected to the electric lines, which is then used in your home. Wind energy has been used for years in the west to pump water for farmers and ranchers. It has also been used for hundreds of years in country of the Netherlands, to pump water.

The Dyess purchase will result in approximately 78,000,000 kilowatt-hours of wind energy being generated annually, which is believed to be the largest purchase of wind energy ever in the nation. The purchase provides for enough wind-generated electricity to power roughly 8,000 American homes annually.

The wind energy will be provided by Texas-based TXU Energy through a competitively awarded contract issued by the Defense Energy Support Center. TXU will provide the wind energy from the 6 wind farms located in Texas and it will be in addition to any wind energy purchased by TXU as a result of state renewable portfolio standards.

Through the purchase, Dyess demonstrates Federal Leadership by example by supporting the president's call for voluntary reductions in green house gas emissions reducing its CO₂ emissions by 58,000 tons per year. The pur-

Xenergy incorporated a story about its green power purchase in its newsletter, *Growing Green Power News*.

Here is an excerpt from a fact sheet developed by Partner U.S. Air Force, Dyess Air Force Base.

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Annual and Environmental Reports. Feature your membership in the Green Power Partnership in your organization's environmental report or annual report. Make sure you include information about milestones reached and resulting emissions reductions. EPA can help you calculate emissions reductions attributable to your use of renewable energy. Also see "Tips for Success" (page 15) for guidance on translating environmental terms into concepts more tangible to your audience.

Solutions

Senaka Nanayakkara (on right), Neutrogena director of facilities engineering, next to Neutrogena's solar rooftop installation in Los Angeles, California, US, with Angelina Galiteva of the Los Angeles Department of Water & Power, Neutrogena's partner in this major solar power project

Awards and Recognition

In the United States and Europe, Johnson & Johnson is recognized as a leader in reducing the environmental impacts of energy use.

GREEN POWER LEADERSHIP AWARD – The US Environmental Protection Agency established this recognition as part of the Green Power Partnership, a voluntary program designed to build demand for green power among large electricity users in the commercial, industrial and public sectors. Johnson & Johnson was one of eight award winners in 2002, in recognition of our on-site solar power installations.

EUROPEAN UNION GREENLIGHT PARTNER AWARD – Johnson & Johnson received the Partner of the Year award for 2002, the first time the GreenLight Programme gave such an award. We are a charter partner in this European Union initiative in which private and public organizations commit to upgrade their existing lighting and design new installations using energy-efficient lighting systems. Janssen Pharmaceutica in Beerse, Belgium, has implemented showcase projects under the GreenLight Programme, serving as model projects that are publicized throughout Europe.



NEXT GENERATION GOALS – OPERATIONAL PERFORMANCE INDICATORS

2002 performance against these goals is discussed throughout this Environmental Performance section.

METRIC	GOAL
ENERGY	By year-end 2005, 100 percent implementation of enhanced energy best practices and 4 percent absolute reduction in CO ₂ emissions from base year 1990
	By year-end 2010, 7 percent absolute reduction in CO ₂ emissions from base year 1990
WATER	By year-end 2005, 100 percent implementation of water conservation best practices and 10 percent cumulative avoidance*
RAW MATERIAL (non-packaging)	By year-end 2005, 5 percent cumulative avoidance*
PACKAGING	By year-end 2005, 10 percent cumulative avoidance* and 100 percent use of recoverable packaging
NON-PRODUCT OUTPUT (NPO)	By year-end 2005, 10 percent cumulative avoidance* in non-hazardous NPO and 5 percent cumulative avoidance* in hazardous and toxic NPO

*Note: Cumulative avoidance goals represent avoidance in generation or use resulting from projects implemented in Year 1 (Y1), Year 2 (Y2), Year 3 (Y3), etc., calculated as follows:

$$\frac{\text{Total Avoidance (Y1 + Y2 + Y3 + ...)}}{\text{Total Usage or Generation (Y1 + Y2 + Y3 + ...)}} \times 100\%$$

Johnson & Johnson incorporated news about its Green Power Leadership Award into its 2002 Sustainability Report.

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Advertising. Advertising provides an excellent way for organizations to communicate their environmental commitments. Many Partners have access to paid advertising vehicles for promotion of their environmental efforts. In addition, magazines, newspapers, and trade publications might run special advertising supplements devoted to energy and renewable energy options. You might also want to discuss opportunities for joint advertising campaigns with your green electricity retailer or renewable energy credit supplier. Additionally, you can incorporate the Green Power Partnership logo in your advertising materials (see Logo Use Guidelines in Appendix A).



Kinko's and Austin Energy joined forces to promote wind power.

Wind Power Makes Your Copies at Kinko's

At Kinko's, we're known for providing document and business solutions, but that's only half of our story. We have an environmental commitment within each community we serve, to use energy-efficient technologies and renewable energy sources. In Austin, we choose to power Kinko's with electricity generated from the wind. In doing so, we remain focused on our environmental goal to reduce the size of our energy consumption ecological footprint.

Join us and enroll in GreenChoice. Visit www.austinenenergy.com or call 505-3651.

Kinko's is a registered trademark of Kinko's Ventures, Inc. and is used by permission.

GreenChoice™



Austin's Community-Owned Electric Utility

Customer Informational Materials. If your organization has signage (e.g., point-of-purchase or window displays), customer literature (e.g., circulars, statement stuffers), or other mechanisms, such as shopping bags or catalogs, you could consider using these as opportunities to promote your status as a Green Power Partner, including use of the Green Power Partnership logo (see Appendix A).

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Green Power Partnership Communication Support

EPA has developed tools and services that you can use in your communications efforts to promote your green power commitment. In addition to the EPA tools and services described in this section, EPA and your account manager can offer other ideas and assistance. Please let your account manager know if there are other marketing tools you are interested in having EPA develop.



Partner Certificate. When you received your Welcome Toolkit from your Green Power Partnership account manager, it included a Partner certificate (shown at left) that acknowledges your green power commitment. You can display the certificate at a key location to demonstrate EPA's recognition of the value of your Partnership.

EPA Green Power Partnership Logo. As a Partner, you can include the Green Power Partnership logo (shown below) in the outreach and communications materials you develop. The Green Power Partnership

logo will reinforce your voluntary partnership with EPA and your use of renewable energy. The logo is available from EPA in a variety of electronic formats. To request a copy of the logo please contact your account manager and specify the electronic format you need. The logo must be used in accordance with EPA's logo use guidelines, which can be found in the Appendix A.



Green Power Partnership Web Site.

EPA's Green Power Partnership Web site (www.epa.gov/greenpower) lists current Partners, provides Partner "snapshots" (i.e., mini case studies), and includes links to their Web sites. Your account manager will contact you to help you create a "snapshot" for inclusion on the Web site.

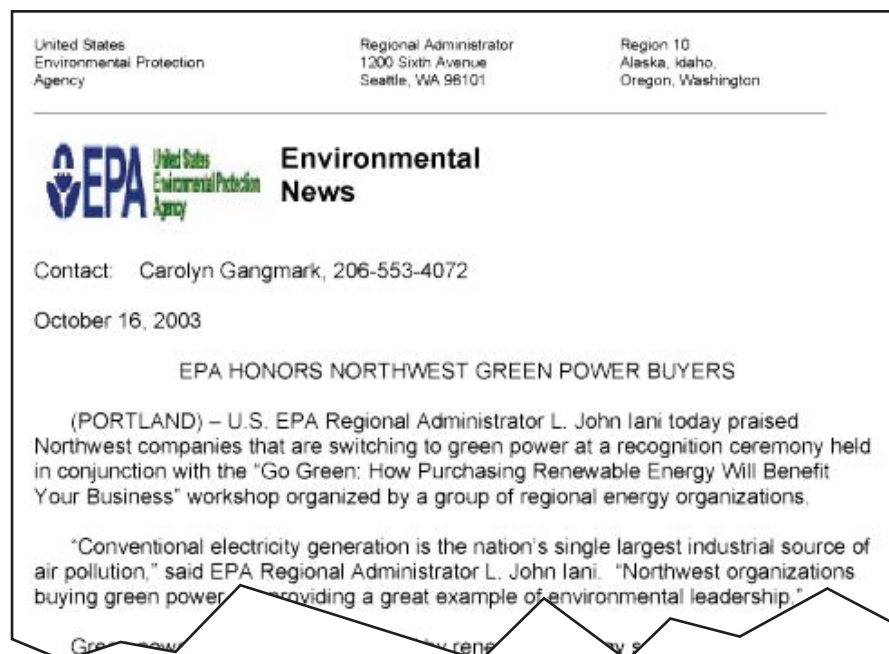
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Posters, Banners, and Other Signage.

For Partners that make a significant renewable energy purchase, EPA can create customized posters, banners, or other types of signage. Please let your account manager know if you have any special events where you would like to highlight your commitment to EPA's Green Power Partnership. Examples of products developed by EPA for existing Partners are shown below and at right.



EPA Press Releases. Several times a year, EPA issues press releases regarding the Green Power Partnership, surrounding various events. For example, during the seventh National Green Power Marketing Conference held in Washington, D.C., EPA issued a press release to honor the Washington-area organizations for their commitment to green power. You will be alerted to these press releases via the Green Power Partnership newsletter, *The GPP Planet*, which EPA sends to Partners via e-mail.



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Case Studies. EPA features Green Power Partners in case studies to capture program successes, highlight unique aspects of a Partners' commitments, and share lessons learned. Contact EPA or your account manager to discuss case study opportunities for your organization.

Recognition Events. EPA schedules many regional events to celebrate the accomplishments of its Partners and to raise awareness of its programs. Coupling your event with an EPA event will make organizing and drawing attention to your event easier. Talk to EPA or your account manager for further assistance.



Kathleen Hogan, Director of EPA's Climate Protection Partnerships Division, congratulates Robin Nickles, Vice President of Retail Facility Management of Lowes Home Improvement Centers for Lowes' green power commitment.

Tom Kerr (right to left), Chief of EPA's Energy Supply and Industry Branch, congratulates Joseph Whitaker, Deputy Assistant Secretary of the U.S. Army and John Nerger, Director for Facilities and Housing for the U.S. Army, for the Army's commitment at three facilities in the Washington, D.C. area.



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2002 Green Power Award Winners

Green Power Leadership Awards. To recognize the actions of individuals and organizations that are significantly advancing the development of renewable electricity sources, EPA, the U.S. Department of Energy, and the Center for Resource Solutions recognize outstanding actions by Partners in two ways: All organizations that surpass thresholds for joining the Partnership by a factor of four *automatically* qualify and will be recognized as members of the Green Power Leadership Club. Competitive awards are also given to nominated Partners who win the competition for the Green Power Leadership Awards, in the following categories:

- ☀ **On-site generation:** for the Partner that distinguishes itself from all other Partners using on-site renewable energy applications.
- ☀ **Green power or renewable energy certificate purchasing:** for the Partner that distinguishes itself from all other purchasers of green power either from a utility green pricing program, a competitive green power marketer, or a renewable energy certificate supplier.
- ☀ **Partner of the Year:** for the Partner that distinguishes itself as the most impressive green power purchaser with its overall green power accomplishments.

Check the Green Power Partnership Web site for information about the nomination period and rules for the Green Power Leadership Awards.

Tips For Success

The following tips can help you effectively communicate the benefits of your renewable energy purchase and Green Power Partnership participation.

Explain Green Power. Most people have a limited understanding of environmental issues and the benefits of renewable energy purchases. Take the time to explain these issues in detail and provide explicit information about how your renewable energy purchase will make a difference. Appendix B contains common questions your audience might have about green power with answers you can adapt to meet your needs.

Be Specific. Generalities or sweeping statements, such as “we care about the environment,” with no connection to the green power purchase you are making are less convincing than specific statements. Quantify your plans, progress, and results as much as possible. Explain exactly what you are doing to help the environment, how your purchase reduces emissions, and any potential economic benefits (e.g., supporting the construction of a new wind energy project in your state). Small steps toward reaching a positive goal are also important to communicate.

Make Your Message Tangible. You can help your audience better understand the environmental impact of your green power commitment by translating terms into concepts that are tangible and linked to real-world experiences. For example, it might be easier for your audience to understand the magnitude of the carbon dioxide (CO₂) reductions attributable to your annual green power commitment if you translate pounds of CO₂ removed into the number of cars removed from the road for one year. For example, if your organization’s annual green power commitment is for 600 MWh, then your green power commitment is comparable to removing nearly 72 cars from the road for one year.

You might also illustrate the magnitude of your renewable energy purchase by comparing the kilowatt-hours of your purchase to household electricity use. For example, if your organization’s annual commitment is for 600 MWh of electricity generated from renewable energy, you could say that this is equal to the electricity needed, on average, to power 55 homes for a year.

The equations to use in deriving these comparisons are found in Appendix C. EPA can also assist you in calculating the environmental benefits of your purchase.

Appendix A

Green Power Partnership Logo Use Guidelines

Through the Partnership Letter of Intent, organizations enter into an agreement with the Green Power Partnership to use its name and logo artwork as described below:

- ✱ Partners may only use the logo in conjunction with the level at which the organization has joined the Partnership. An organization may join the Partnership for a facility, an operating unit, or entire organization, or geographically on a statewide, utility area or national basis. If an organization joins the Partnership with just one of its facilities, or for any subset of the organization, Partnership benefits – including logo usage rights – extend only to that facility or subset of the organization.
- ✱ The logo may not be altered, cut apart, separated, incorporated into other logo designs, or otherwise distorted in perspective or appearance. The logo may be resized, but proportions must be maintained. For legibility, it is recommended that the logo not be reproduced smaller than 1.5 inches square, with a border of one-eighth inch around all sides separating it from text or other graphic elements.
- ✱ The logo or name may never be used in any manner that would imply Green Power Partnership or EPA endorsement of a company, its products, or its services. Neither the logo nor the name may be used in any other company name, product name, service name, domain name, website title, or the like.
- ✱ Watermarks of the logo are allowed provided the usage complies with these Logo Use Guidelines. The words “Green Power Partnership” may also be used as a watermark.
- ✱ The Green Power Partnership may in its discretion change the terms of Partnership logo usage guidelines, and Green Power Partnership has the right to terminate or withdraw license to use the logo at its discretion without penalty.
- ✱ Partners and other authorized organizations are responsible for their own use of the logo, as well as use by their representatives, such as ad agencies and implementation contractors.

Logo Use Guidelines (continued)

Violations

The Green Power Partnership monitors the proper use of its name and logo. The following explains the general course of action for addressing logo violations:

1. Anyone who misuses the logo will be contacted in writing or by telephone.
2. A reasonable amount of time will be given to correct the error(s) per the Partnership's discretion. The timeframe will be dependent upon the medium in which the violation appeared and the severity of the infraction.
3. Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in termination of a Partner's participation in the Partnership and/or legal action.

APPENDIX B

Sample Questions and Answers About Green Power

This appendix contains some questions your audience might have about green power, with answers you can adapt to meet your needs.

What is renewable energy? Renewable energy generally refers to energy derived from renewable energy sources, such as solar, wind, geothermal, low-impact hydro facilities, and biomass (e.g., fuel from sources such as trees, wood and agricultural wastes, fuel crops, sewage sludge, and manure). These energy sources are considered renewable because they are continuously replenished.

What Is Green Power? The term “green power” is used to describe electricity that is generated from renewable energy sources with low environmental impacts. EPA’s Green Power Partnership uses green power definitions developed by the Green-e renewable energy certification program. Administered by the non-profit Center for Resource Solutions, Green-e is the most widely accepted green power standard in the marketplace. In general, Green-e eligible resources include:

- ✱ Wind energy
- ✱ Solar electric
- ✱ Geothermal (from heat in the Earth)
- ✱ Biomass (i.e., organic material, including wood and wood waste, agricultural residues [plant and animal waste], methane from landfills and digester gas [but excluding the burning of municipal solid waste])
- ✱ Eligible hydro-electric power (i.e., 30 MW or less, or hydro-electric power that is certified by the Low-Impact Hydro Institute)

For more information about the Green-e certification program, visit www.green-e.org, and for information about the Low-Impact Hydro Institute, visit www.lowimpacthydro.org.

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How does using green power benefit the environment? Conventional electricity generation using fossil fuels (coal, oil, and natural gas) is the nation's single largest industrial source of air pollution. Producing electricity from renewable sources avoids the need to use these non-renewable resources. This can avoid power plant emissions of carbon dioxide (which has been linked to global climate change) and pollutants, such as sulfur dioxide (which is a major contributor to acid rain), particulate matter (a respiratory health concern), nitrogen oxides, and other trace hazardous air pollutants.

How can I find out more about purchasing green power? You can refer your audience to EPA's Green Power Partnership Web site (www.epa.gov/greenpower). The Web site's Green Power Locator (www.epa.gov/greenpower/locator.htm) also provides information on green power procurement options available on a state-by-state basis. In addition, EPA's Power Profiler (www.epa.gov/cleanenergy/powerprofiler.htm) is a tool developed by EPA to help users determine the specific air emissions impacts associated with their home or business's electricity consumption.

APPENDIX C

Equations to Use In Communicating the Impact and Magnitude of Your Green Power Purchase

Equation for comparing the magnitude of the carbon dioxide (CO₂) reductions attributable to your annual green power to the number of cars removed from the road for one year:

$$(\text{Your annual green power purchase in MWh}) * (1,380 \text{ CO}_2 \text{ lb/MWh}) / (11,450 \text{ CO}_2 \text{ lb/car})$$

1,380 pounds per megawatt-hour is the fossil fuel electricity generation emission factor for CO₂, and 11,450 represents the pounds of CO₂ emitted by the average car annually.

In other words, if your organization's annual green power commitment is for 600 MWh, then your green power commitment is comparable to removing nearly 72 cars from the road for one year.

Equation for comparing the kilowatt-hours of your green power purchase to household electricity use:

$$\text{Your annual green power purchase in MWh} / 10.8$$

The average household uses 10.8 MWh (10,800 kWh) of electricity every year.

For example, if your organization's annual commitment is for 600 MWh of electricity generated from renewable energy, you could say that this is equal to the electricity needed, on average, to power approximately 55 homes for a year.

For more information on these calculations, visit EPA's Clean Energy Website (www.epa.gov/cleanenergy), which contains two important resources - eGRID and Power Profiler. eGRID is EPA's comprehensive source of data on the environmental characteristics of all electric power generated in the United States. Power Profiler uses information about your electricity use to determine the specific air emission impacts associated with your organization's electricity use. In addition, EPA can provide further assistance in communicating information about the impact and magnitude of your green power purchase.

Note: 1,000 kW = 1 MW